RJ Reynolds
Tobacco Company

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1996 RJR RETAIL PARTNERS

LEVEL II

PARTNERS

SELLING THE TOTAL VALUE OF RJR

51846 6166

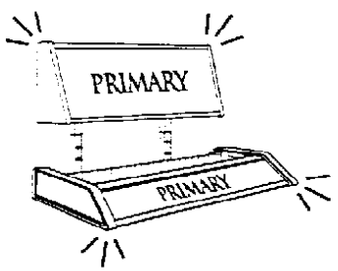
Source: https://www.industrydocuments.ucsf.edu/docs/qhky0000

MERCHANDISING/PRESENCE
LEVEL II

REQUIREMENTS

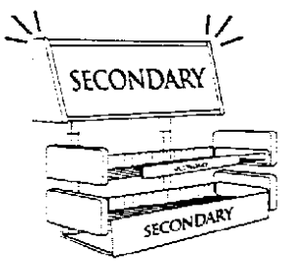
- 2 Full Price Displays
- 40 Pack Facings Minimum
- Lighted Signage
- 1 Savings Display
- Share of Signage No Less Than RJR SOM – Share of Market

PRIMARY FULL PRICE DISPLAY



- 1 - 40 Pack Tray System III Display
- Enhanced Lighted Top Sign
- Enhanced Lighted Tray Kit (SPEC. DIA. #1802)

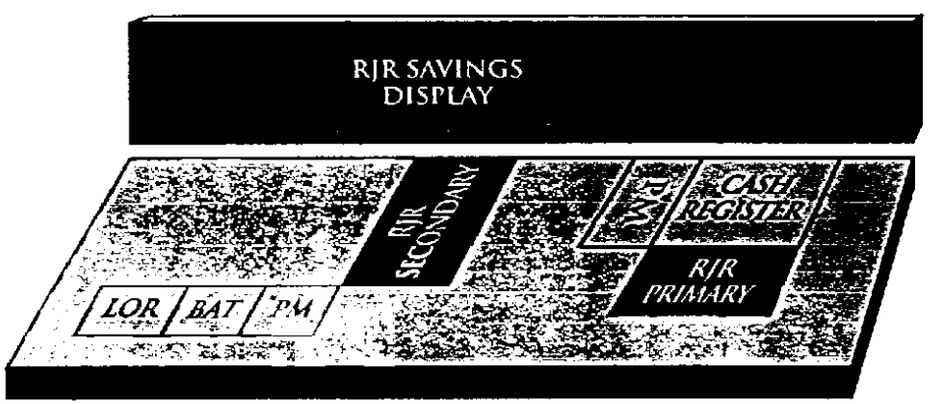
SECONDARY FULL PRICE DISPLAY



- 2 - 40 Pack Tray System III Display
- Enhanced Lighted Top Sign
- Enhanced End Caps (SPEC. DIA. #1800)

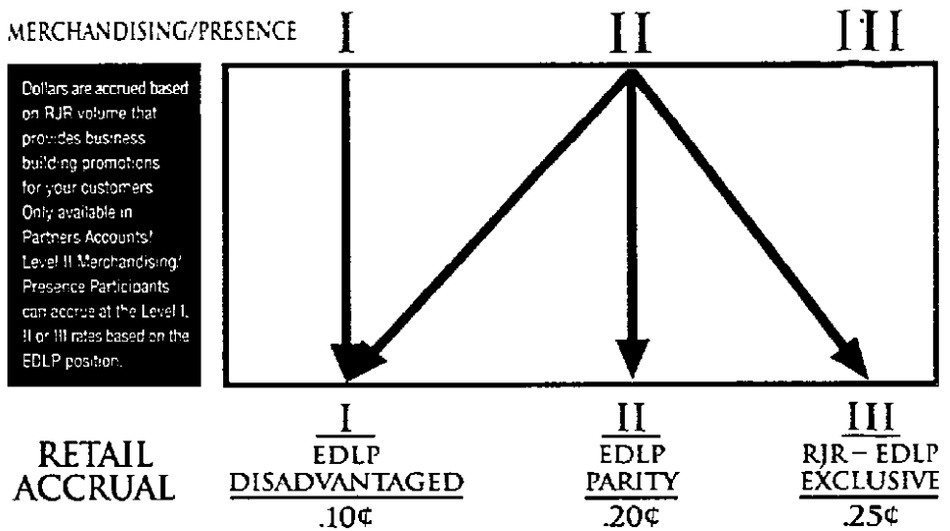
SAVINGS DISPLAY

- Doral 9 - Tray Counter Display
- Enhanced Top Sign
- Non-Illuminated
- Item #484001



*In Some Markets P. Morris May Mandate An Inside Position On Secondary Displays.

RETAIL ACCRUAL PROGRAM
LEVEL II


MERCHANDISING/PRESENCE
I
II
III
Dollars are accrued based on RJR volume that provides business building promotions for your customers. Only available in Partners Accounts! Level II Merchandising/ Presence Participants can accrue at the Level I, II or III rates based on the EDLP position.
RETAIL ACCRUAL
I
EDLP DISADVANTAGED
.10¢
II
EDLP PARITY
.20¢
III
RJR – EDLP EXCLUSIVE
.25¢

LEVEL I, II OR III MERCHANDISING/PRESENCE IS THE KEY TO ENTRY INTO THE TOTAL PROMOTIONAL PACKAGE

RDA

MERCHANDISING/ PRESENCE PROGRAM

+

CONSUMER DOLLARS

RETAILER ACCRUAL PROMOTIONS

- Partners Promotions
- Co-Operative Retail Program

NATIONAL WORKPLAN PROMOTIONS

FULL PRICE/SAVINGS DISCOUNTING

=

A COMPLETE RETAIL PACKAGE FOR OUR PARTNERS

51R46 6167

Source: https://www.industrydocuments.ucsf.edu/docs/qhky0000